

WILLER Inc



WILLER

<https://willers.com.sg/>

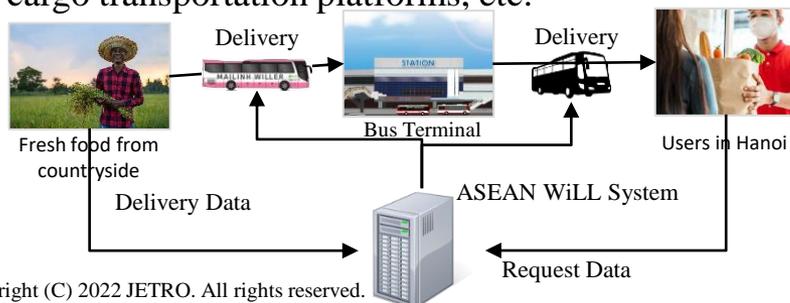
- ❑ Address: Osaka City, Osaka Prefecture
- ❑ Employees: 138
- ❑ Established in 2005
- ❑ Business: Development of mobility services with marketing and technology.

Outline of the demonstration project

- Digital Transformation of the platform for passenger and cargo transportation (mixed freight/passenger) at the Southern Intercity Bus Terminal in Hanoi, Vietnam.

Cooperation with local companies/governments

- Local Partners: Hanoi Southern Intercity Bus Terminal Operator (WEDICO) and others
- Details of Cooperation and Collaboration: Business cooperation and promotion for DX of passenger and cargo transportation platforms, etc.



Targeted economic/social issues

- In Vietnam, the demand for safe and fresh food is increasing as people's incomes rise, but much of the supply chain remains manual, and as a result, it is difficult to obtain desired foods and the logistic costs are high.
- In addition, transportation operators are under pressure due to Covid-19, making it difficult for them to continue their business with passenger transportation alone.

Details of demonstration

- ASEAN WiLL System developed by WILLER Group is introduced to build and operate a platform for passenger and cargo transportation centered on terminals.
- The data collected is used to provide users with a system that enables them to easily obtain safe, secure, and fresh food through clear transportation routes, and transportation operators with improved operational efficiency and profitability through freight consolidation and joint transportation.

Expected outcome of beneficiary effects

- The platform DX business modeled in this project is expected to be scalable by expanding to other businesses.
- By building a platform for passenger and freight transportation and utilizing data, it is possible to optimize vehicles and demand, routes and demand, ensure traceability of food, and optimize demand and supply.